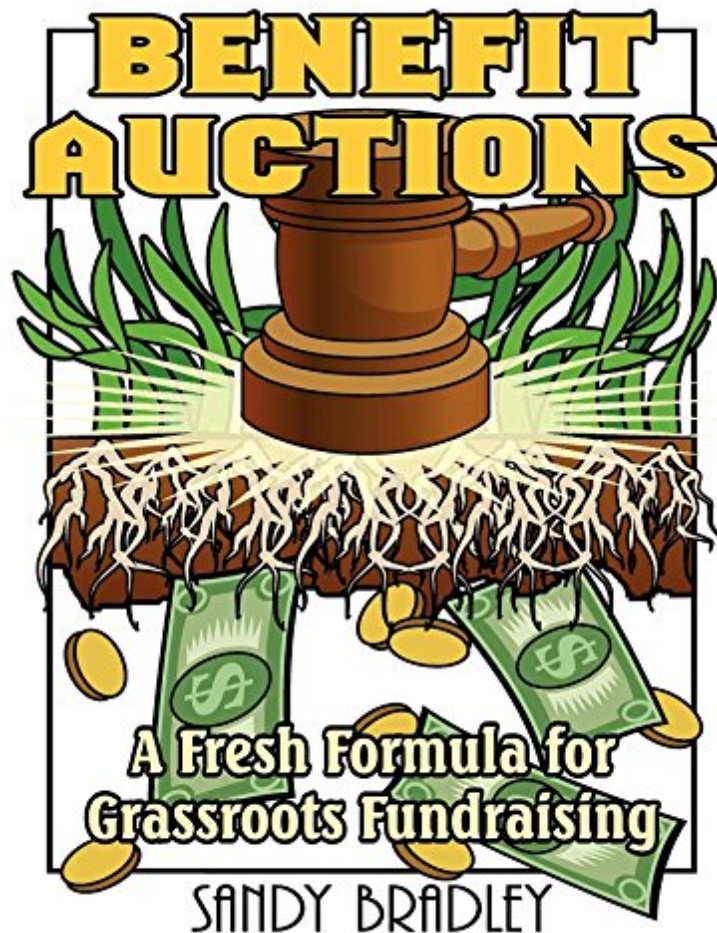


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Benefit Auctions: A Fresh Formula for Grassroots Fundraising

Sandy Bradley

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Sandy Bradley : Benefit Auctions: A Fresh Formula for Grassroots Fundraising before purchasing it in order to gage whether or not it would be worth my time, and all praised Benefit Auctions: A Fresh Formula for Grassroots Fundraising:

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thinking to myself, "That's a GREAT idea, why didn't I think of that!". It's full of ideas for people at all levels of experience with Auction-planning. Even if you've been involved in many auction fundraisers, I'd almost guarantee you'll find a few fresh ideas in this book! Great resource, easy read.9 of 9 people found the following review helpful. Best Instruction Manual You'll FindBy Jim BroumleyI'm just getting started in fundraising auctions and I've read everything I can get my hands on. I should have started and stopped with this book. I've bought extra copies to give to the nonprofits I'm working with so they'll know how to do it right.

In a climate in which community services funding is more and more scarce and the causes are getting more and more urgent, grassroots fundraising is the brightest light at the end of the tunnel. The easiest grassroots fundraiser is a benefit auction, and this book offers tried-and-true methods for putting on a wildly successful event. In this comprehensive, step-by-step guide, author Sandy Bradley draws on her many years of experience as an organizer and auctioneer for nonprofits and arts organizations.

About the AuthorSandy Bradley is an auctioneer for nonprofits and arts organizations. She is also a musician, writer, and, for thirteen years, host of the "Sandy Bradley's Potluck" on National Public Radio. She has served on the Seattle Arts Commission and the Bumbershoot Commission. In 1991, The Seattle Times named her one of ten "People of the Year" who make Seattle a better place to live. A licensed auctioneer since 1979, she is currently an oyster farmer on Willapa Bay.